IN THE CLAIMS

1-27. (Cancelled)

28. (Currently Amended) A method, comprising:

~~providing or~~ offering to provide content including at least ~~one program~~ two programs over

a data network from a content provider to a user;

prompting the user proximate to the beginning of each program, on a program-by-

program basis, to choose whether or not the user wishes to view advertising with that program;

providing each program to the user, based on the received option; and

receiving a choice compensation from the user if the user elects to not view advertising

with the program.

29.(Previously Presented) The method of claim 28, wherein the data network comprises a

content display device.

30. (Previously Presented) The method of claim 28, wherein the data network comprises

a communication layer, a choice compensation module or a content module.

31. (Currently Amended) The method of claim 29, wherein the content is displayed on a

device including an intelligent television, a computer, a personal digital assistant, or a cellular

telephone, or any combination thereof.

32. (Currently Amended) The method of claim 29, wherein the user can elect to receive

advertising other than advertising which interrupts the program.

33. (Deleted)

34. (Currently Amended) The method of claim [[33]] 28, wherein the choice compensation is determined based on the viewing habit; rating of the content; and/or demography of the user; or any combination thereof.

35. (Previously Presented) The method of claim 28, wherein the user transmits the choice over the data network to the content provider.

36. (Previously Presented) The method of claim 28, wherein the choice compensation is a fee payable to the content provider by the user, wherein the fee is determined based on the content offered.

37. (Currently Amended) The method of claim 28, wherein the advertising is embedded in the at least one program.

38. (Previously Presented) The method of claim 28, wherein the user comprises a subscribing individual user or a subscribing user household.

39. (Currently Amended) The method of claim 28, wherein the choice compensation is determined based on the user's viewing habit, preference or selection.

40. (Currently Amended) A system, comprising:

a content server adapted to be in communication with a content display device, the content server capable of:

~~providing or~~ offering to provide content including at least ~~one program~~ <u>two programs</u> to the user over a data network;

prompting the user proximate to the beginning of each program, on a program-by-program basis, to choose whether or not the user wishes to view advertising with that program;

providing each program to the user based on the received option; and

receiving a choice compensation from the user if the user elects not to view advertising with the program.

41. (Previously Presented) The system of claim 40, wherein the content includes digital content.

42. (Previously Presented) The system of claim 40, wherein the content comprises visual ~~content including video~~.

43. (Previously Presented) The system of claim 40, wherein the content includes audio.

44. (Previously Presented) The system of claim 40, wherein the content includes radio.

45. (Currently Amended) A machine readable medium having stored thereon instructions that, when executed by a machine, result in the following:

~~providing or~~ offering to provide content including at least ~~one program~~ <u>two programs</u> over a data network from a content provider to a user;

prompting the user proximate to the beginning of each program, on a program-by-program basis, to choose whether or not the user wishes to view advertising with that program;

providing each program to the user based on the received option; and

receiving a choice compensation from the user if the user elects not to view advertising.

46. (Currently Amended) A method for a content provider, comprising:

providing or offering to provide content over a data network to a user with a first option to receive the content without advertising and a second option to receive the content with advertising;

receiving, from the user, a choice of either the first option or the second option;

providing the content, over the data network, to the user based on the received choice;

receiving a choice compensation if the user elects the first option;

wherein the choice compensation is determined based on the ratings of the content being supplied the supply and demand per user based on the viewing habit and/or demography of the user.

47. (Currently Amended) A method, comprising:

providing or offering to provide content and advertising, over a data network, from a content provider to a user, with a first option to delete the receive the content without advertising and a second option to receive keep the content with advertising;

allowing the user to select the first option and pay an increased fee for the content or the second option and not pay the increased fee;

providing the content to the user based on the received choice.

48-49. (Cancelled)

50. (New) The method of Claim 46, wherein the choice compensation is further determined based on the supply and demand of the content per user based on the demography of the user and/or the viewing habits of the user.

51. (New) The method of claim 40, wherein the choice compensation is determined based on the viewing habit; rating of the content; or demography of the user; or any combination thereof.

52. (New) The method of claim 45, wherein the choice compensation is determined based on the viewing habit; rating of the content; or demography of the user; or any combination thereof.

53. (New) The method of claim 46, wherein the choice compensation is determined based on the viewing habit; rating of the content; or demography of the user; or any combination thereof.

54. (New) The method of claim 47, wherein the choice compensation is determined based on the viewing habit; rating of the content; or demography of the user; or any combination thereof.

55. (New) The method of claim 28, wherein the choice compensation is further determined based on the supply and demand of the content per user based on the demography of the user and/or the viewing habits of the user.

56. (New) The method of claim 40, wherein the choice compensation is further determined based on the supply and demand of the content per user based on the demography of the user and/or the viewing habits of the user.

57. (New) The method of claim 45, wherein the choice compensation is further determined based on the supply and demand of the content per user based on the demography of the user and/or the viewing habits of the user.

58. (New) The method of claim 47, wherein the choice compensation is further determined based on the supply and demand of the content per user based on the demography of the user and/or the viewing habits of the user.

59. (New) The method of claim 40, wherein the advertising is embedded in at least one program.

60. (New) The method of claim 45, wherein the advertising is embedded in at least one program.

61. (New) The method of claim 46, wherein the advertising is embedded in at least one program.

62. (New) The method of claim 47, wherein the advertising is embedded in at least one program.